



"ELEKTRON" MEANS MORE MAIL IN THE "MERCURY"

In the "Mercury's" Napier Rapier engines, "Elektron" magnesium alloys are used for the top and bottom halves of the crankcase, the supercharger inlet volute casing, the timing gear casing and many smaller parts.

It is a fine tribute that "Elektron" should be employed in this historic seaplane, designed especially for long non-stop flights across the ocean. It is, however, scarcely surprising—for in this aeroplane long range, high speed and maximum carrying capacity are more vital than in almost any other type of aircraft . . . and what metal enables a better power/weight ratio to be obtained than does "Elektron"?

ELEKTRON
REGISTERED TRADE MARK
MAGNESIUM ALLOYS

**INCREASE PAY LOAD—INCREASE RANGE—
INCREASE SPEED—CUT FUEL CONSUMPTION**

Sole Producers and Proprietors of the
Trade Mark "Elektron"
MAGNESIUM ELEKTRON LIMITED
Works, near Manchester

Licensed Manufacturers
Castings

STERLING METALS LIMITED
Norhey Road, Foleshill, Coventry

THE BIRMINGHAM ALUMINIUM
CASTING (1903) COMPANY LIMITED
Birmid Works, Smeethwick, Birmingham

J. STONE & COMPANY LIMITED
Deptford, London, S.E.14

Sheet, Extrusions, Forgings & Tubes
JAMES BOOTH & CO. (1915) LIMITED
Argyle Street Works, Nechells,
Birmingham, 7

Sheet, Extrusions, Etc.
BIRMETALS LIMITED
Woodgate, Quinton, Birmingham

Suppliers of Magnesium and "Elektron"
Metal for the British Empire
F. A. HUGHES & CO. LIMITED
Abbey House, Baker St., London, N.W.1

"ELEKTRON"—THE LIGHTEST CONSTRUCTIONAL METAL